

The objectives of this research were 1) to study buying behavior for essence of chicken of consumers in Bangkok Metropolis; 2) to study personal factors affecting buying decision for essence of chicken in Bangkok Metropolis; 3) to determine importance level of marketing mix that affected the consumers' buying choice of essence of chicken, and 4) to differ importance level of marketing mix by consumers' personal factors and buying behavior for essence of chicken in Bangkok Metropolis. This study used secondary and primary data which were obtained from questionnaire sample of 400 consumers during December 2005. The data collected were analyzed by descriptive and quantitative methods with percentage, mean, Chi-square testing, t-test and F-test at the significance level of 0.05.

The results of this research revealed that most of the sampling group were female, aged 20 – 29 years old, single, had bachelor degree and were private employees with salary 10,000 – 19,999 bahts. Most bought essence of chicken for giving gifts during the festival season. The liquid essence of chicken which consumers most preferred buying was Brands. The essence of chicken pills which consumers most preferred buying were capsaicin and green tea extract with essence of chicken. They bought essence of chicken more than 3 months per time at department stores. Information most influenced was television. In addition, it was found that age, education, career and salary were personal factors had relationship with the buying value per time and buying place, whereas status had relationship with the frequency of buying essence of chicken. Moreover, the marketing mix of product especially nutrition value was the most important factor affecting buying decision for essence of chicken, followed by price, place and promotion. For the results of a difference in importance level of marketing mix by consumers' personal factors and buying behavior, it showed that a difference in gender and age made a differentiate of marketing mix of product. A difference in salary made a differentiate of marketing mix of price. A difference in objective and occasion of buying made a differentiate of marketing mix of promotion.

The suggestions from the results of this research are that liquid essence of chicken's producers should emphasize on female consumers who work as private employees by promotion via television and poster. For the marketing mix of product, Brands should emphasize on production of original taste essence of chicken and Scotch should emphasize on production of 100% pure essence of chicken which were popular essence of chicken. In addition, the essence of chicken pills's producers should emphasize on female consumers who care about beauty by using the marketing mix of promotion especially public relation at sale points.